

**GOVERNMENT OF TELANGANA**  
**ABSTRACT**

ITE&C Department - IMAGE Policy - Incentives - Sanction and Release of Lease Rental Subsidy for an amount of Rs.5,00,000/- (Rupees Five Lakhs only) in favour of M/s.Firefly Creative Studio Private Limited, Hyderabad - Orders - Issued.

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**INFORMATION TECHNOLOGY, ELECTRONICS & COMMUNICATIONS (Promotions)  
DEPARTMENT**

**G.O.Rt.No. 28**

**Dated: 27-02-2018**  
**Read the following:**

1. IMAGE Policy issued vide G.O.Ms.No.03, ITE&C Dept, dt:06.04.2017.
2. Application dt:08.11.2017 of M/s.Firefly Creative Studio Private Limited, Hyderabad.
3. Minutes of the 3<sup>rd</sup> CCAVCGI meeting held on 06.12.2017.
4. G.O.Rt.No.756, Finance (EBS.I) Department dt:27.04.2017.
5. U.O.Note.No.122/ITE&C/Budget/2017, dt:03.05.2017.

**ORDER:**

Government in the IMAGE Policy issued vide G.O. reference 1<sup>st</sup> read above have ordered for provision of certain incentives to the eligible Animation, Visual effects, Comics & Gaming (AVCG) Industry in order to ensure overall development of AVCG Industry in the State. In pursuance of the said orders, M/s.Firefly Creative Studio Private Limited, Hyderabad vide reference 2<sup>nd</sup> read above has submitted an application for reimbursement of lease rental subsidy incentive. The company has taken 7500 sqft space on lease/rent at 5th floor, KKR Square, Plot No.15, Kavuri Hills, Jubilee Hills, Hyderabad.

2. As per IMAGE (Animation & Gaming) Policy, AVCG Industry would be eligible for reimbursement of 25% subsidy on lease rentals subject to a ceiling of Rs.5 lakhs per annum for a maximum period of three years and built up office space upto 25,000 sft.

3. The company has applied for the period April 2016 to March, 2017. The total amount paid by the company for the said period is Rs.37,12,742/- . 25% of the said amount works out to Rs.9,28,185/- . But the limit is upto Rs.5 lakhs only. As such, the company is eligible for reimbursement of lease rentals for an amount of Rs.5 lakhs only.

4. The 3<sup>rd</sup> CCAVCGI (Consultative Committee on Animation, Visual effects, Comics & Gaming Industry) vide reference 3<sup>rd</sup> read above recommended that M/s.Firefly Creative Studio Private Limited, Hyderabad is eligible for reimbursement of lease rental subsidy for an amount of Rs.5,00,000/- .

5. In the G.O. reference 4<sup>th</sup> read above, the Finance Department has released BRO to ITE&C Dept for the 1<sup>st</sup> quarter i.e. from April to June, 2017 for the Financial Year 2017-18 under the Head of Account:330 - Subsidies for an amount of Rs.3 crores.

6. Taking into consideration the recommendations of CCAVCGI vide reference 3<sup>rd</sup> read above, Government after careful consideration, hereby sanction and release an amount of Rs.5,00,000/- (Rupees Five Lakhs only) in favour of M/s.Firefly Creative Studio Private Limited, Hyderabad towards Lease Rental Subsidy.

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7. The amount sanctioned in Para.6 above shall be debited to the following Head of Account:

3451	: Secretariat Economic Services
MH 090	: Secretariat
GH (25)	: State Sector Schemes
SH (22)	: ITE&C Department
330	: Subsidies

8. The Assistant Secretary to Government & D.D.O., ITE&C Department shall draw the amount of Rs.5,00,000/- (Rupees Five Lakhs only) sanctioned in Para.6 above and arrange for payment duly applying the TDS in favour of M/s.Firefly Creative Studio Private Limited, Hyderabad.

9. M/s.Firefly Creative Studio Private Limited, Hyderabad shall submit advance stamped receipt for Rs.5,00,000/- (Rupees Five Lakhs only) to this Department in duplicate.

**(BY ORDER AND IN THE NAME OF THE GOVERNOR OF TELANGANA)**

**JAYESH RANJAN  
PRINCIPAL SECRETARY TO GOVERNMENT**

To

M/s.Firefly Creative Studio Private Limited, 5th floor, KKR Square, Plot No.15, Kavuri Hills, Jubilee Hills, Hyderabad.

The Accountant General (Audit), Telangana, Hyderabad

The Accountant General (A&E), Telangana, Hyderabad

The Director of Treasuries and Accounts, Telangana, Hyderabad

The District Treasury Officer, Urban, Hyderabad

The Pay and Accounts Officer, Telangana, Hyderabad

The Resident Audit Officer O/o Pay and Accounts Officer, Telangana, Hyderabad

The Assistant Secretary to Government & DDO, ITE&C Department

Copy to:

Fin. (EBS.I) Department

SF/Spare

**// FORWARDED :: BY ORDER //**

**SECTION OFFICER**